

THE PRACTICE OWNER'S CHECKLIST

GO THROUGH ALL 13 POINTS
THE CHECKLIST TO SEE YOUR
SCORE OUT OF 13. FROM HERE
YOU CAN IDENTIFY WHERE THERE
ARE GAPS AND OPPORTUNITIES
TO IMPROVE MARKETING FOR
YOUR HEALTHCARE BUSINESS.





- 1 Do you know how many new patients you need weekly to achieve your goal level?
- 2 Are you getting the number of new patients per week that you need to achieve your goal level?
- 3 Do you dedicate specific time to marketing your practice?
- 4 Do you track and measure all marketing activities weekly?
- 5 Do you know how to create your marketing message to attract your ideal patients and stand apart from the crowd?
- 6 Do you have predictable, reliable and profitable marketing strategies in place that are getting the new patient volume you need for growth every week?
- 7 Do you have an annual, quarterly and monthly marketing plan that you follow and execute?
- 8 Do you have an email marketing strategy?
- 9 Do you have a social media marketing strategy?
- 10 Are you using video marketing to educate your market?
- 11 Do you have a strategy to turn paid advertising into profit on digital media?
- 12 Do you have rescue tactics to deploy to get new patients quickly in a time of need or quiet times?
- 13 Do you know your patients acquisition cost and understand that buying a lead is an investment?

[illegible]

CONCLUSION

Now that you've gone through the Marketing and Lead Generation Frameworks, how important do you think it will be to focus a lot more of your time and resources on this area in the next 90 days?

**Not
Really**

Somewhat

Important

Critical



**HOW DID YOU SCORE?
TALLY UP YOUR YES'S HERE:**

— **13**